

**Final Report
for the**

***Natural Resource
Coordinating Council
Utah Interagency
OHV Steering Committee***

April 1, 2004 Summit Meeting

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EXECUTIVE SUMMARY

The Utah Interagency OHV Steering Committee held a meeting on April 1, 2004 for all line officers and recreation staff from the Bureau of Land Management, U.S. Forest Service, Utah State Parks and Recreation, State Institutional Trust Land Administration, and Division of Wildlife Resources. The purpose of the meeting was to re-invigorate the agencies in the coordinated management of off-highway vehicles, share successes, and plan for the future.

This report presents the findings and recommendations from the summit meeting participants and presents implementation strategies for the future. It also shows the organization of the OHV Steering Committee and subcommittees and the origins of the 2004 summit meeting.

I. Background

The Natural Resources Coordinating Council (NRCC) represents all of the state and federal land managing agencies in Utah as well as Utah State University. The NRCC established an Off Highway Vehicle (OHV) Steering Committee to develop cooperative strategies to address the management of off-highway vehicles. Our collective challenge is to identify ways to provide motorized recreational opportunities for an increasing OHV user population while maintaining the integrity of statewide natural resources and providing quality recreation opportunities for all visitors to state and federal public lands.

Vision Statement

When the steering committee was convened in 2000, its members worked together to craft a unified vision statement to guide the group's activities. The vision for the Utah Interagency OHV Steering Committee is to meet the challenge of providing for appropriate OHV opportunities on federal, state, and state institutional trust lands while ensuring the protection and wise management of natural resources and the myriad recreational opportunities for now and in the future. Our goal is to establish seamless management of motorized trail systems that adequately meet the demands of the user while protecting the resources from unacceptable damage. (Appendix A, MOU and Vision Statements)

Organization of the Utah Interagency OHV Steering Committee

The steering committee has established three state-wide teams to provide specialized planning and support. They are the Technical Team, the Law Enforcement Team, and the Communication Team. The teams' tasks are outlined below.

Steering Committee

The Steering Committee provides interagency statewide leadership, direction, coordination, and support for orderly OHV management in the State. See Appendix A for organization and a membership listing.

Communication Team

The communications team serves as a statewide coordination body between agencies to facilitate the planning, development, and implementation of a unified OHV communication strategy. The team seeks to create partnerships with local governments and non-governmental organizations whenever possible. The team's priority projects include developing a general public awareness campaign and a targeted OHV rider ethics education effort. Additionally, the team coordinates efforts to develop and distribute accurate, accessible user information.¹

Technical Team

The technical team provides statewide coordination between agencies for planning and management of OHV riding systems and areas. It makes recommendations to the NRCC steering committee regarding OHV management issues that require technical expertise. These issues include mapping, signing and monitoring protocols, safety and inspection, and recreational effects on natural resources.

Law Enforcement Team

The law enforcement team facilitates cooperation and consistency among federal, state, and local government agencies in the arena of OHV regulation. This team promotes and enhances user compliance through direct, field-based education and enforcement activities.

Local Working Groups

The three statewide teams described in the previous section are organized around fields of expertise. To assure that the Steering Committee also considers regional and interdisciplinary OHV management issues, it has established interdisciplinary Local Working Groups throughout the state of Utah. These Local Working Groups are comprised of staff from the same agencies represented in the steering committee, but with a more specific geographic focus. Each group meets regularly to coordinate local, site-specific OHV management efforts. These teams also give periodic updates to the Steering Committee about their work and bring regional issues to light at the state level.²

Funding

Work provided by each agency is subject to availability of funds and staff. We are working toward a coordinated funding effort to better leverage limited funds and use them as efficiently as possible. Current sources of funding vary substantially at the state and federal levels. At the state level, direct user licensing fees provide most OHV-specific funding. At the federal level, OHV-related agency funding is primarily dependent on annual congressional funding. Additional sources of funds for federal agencies include grant monies provided by state and non-governmental organizations. Availability of grant monies in turn depends upon state receipts from OHV registration and the local capacity of recreation staff to apply for and manage grants.

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¹ See Appendix A for a list of current team members.

² See Appendix A for Local Working Group membership.

Goals

The challenges we all face in trying to manage OHV activity in a sensible and effective manner result from several factors. These factors include:

- The soaring popularity and sales of OHVs (use levels);
- Outdated and inconsistent land use and travel management plans across jurisdictions (planning);
- A lack of widely available user information, including clear, consistent maps that show where people can ride (education and communication);
- Inconsistent and poorly signed trails (travel system management); and
- Lack of resources to enforce OHV regulations (enforcement).



Of these five factors, NRCC member agencies can have direct influence over the last four items. Our efforts aim to address these issues, and therefore our goals are linked directly to them.

#	GOAL	CATEGORY	WHO
1.	Update land use plans and travel management designations with a "travel on designated routes" policy.	Planning	Tech Team
2.	Utilize and implement the interagency "Protect your Privilege" signing protocol on all designated routes.	Travel System Management	Tech Team
3.	Provide accurate and accessible user information. Develop and proactively distribute user-friendly maps; providing reliable information at interagency visitor centers and via linked web pages.	Education and Communication	Communication Team
4.	Continue and expand existing safety and ethics user education programs.	Education and Communication	Communication Team
5.	Create a general public awareness about the need to ride responsibly and stay on trails.	Education and Communication	Communication Team
6.	Implement seamless management through coordinated planning, inter- and intra-agency communication, consistent route designations, and uniform signing and enforcement.	Planning, Travel System Management, Enforcement	Tech and LE Teams
7.	Promote and utilize stewardship partnerships with motorized users and vendors	Education and Communication	Communication Team
8.	Utilize adaptive management strategies through monitoring. Two strategies are as follows: updating route designations and better use of public information to promote the balance of use with resource sustainability.	Planning, Travel System Management	Tech Team
9.	Continue & increase consistent enforcement of OHV regulations and travel designations. Expand interagency presence and enforcement where circumstances warrant such an approach. Accomplish this through continued coordination of hotspots and Local Working Groups developing action plans for hotspots.	Enforcement	LE Team

2004 OHV SUMMIT MEETING

I. Purpose and Agenda

The Utah Interagency OHV Steering Committee convened a meeting on April 1, 2004 for all agency line officers and recreation staff. The purpose of the meeting was to:

- ▶ Communicate accomplishments and successes;
- ▶ Propose linking the Yearly Action Plan to a new MOU between the agencies;
- ▶ Validate the priority work in the Action Plan for 2003/2004;
- ▶ Receive input for priority work for 2004/2005;
- ▶ Re-invigorate teams and local working groups; and
- ▶ Build upon existing relationships and develop new ones.

At the opening plenary session of the summit meeting, agency leadership welcomed participants and briefly reported on the status of OHV management within each agency. Participants received updates about Steering Committee and subcommittee projects and accomplishments. The facilitator outlined the workshop goals and invited all attendees to actively participate in finding creative solutions to the opportunities and challenges of managing motorized recreation. Participants then broke out into local working groups. Each group spent several hours enumerating OHV-related issues, focusing on their geographic area. Workshop teams discussed each issue and then proposed solutions. In addition to focusing on problem areas, team members also shared success stories and opportunities.

Once the Local Working Groups had finished their lists, all participants reconvened to share their reports with the whole group. After the summit meeting, members of the subcommittees reviewed each list and noted each item that related to their mission. The following are the findings and recommendations from these summit workshops as reorganized into the related subcommittee responsibility areas.



II. Findings, Recommendations, and Action Items

A. Utah Interagency OHV Steering Committee Report

Issues and Action Items

Issue: Most of the local working groups are not functioning as originally intended. Persons originally assigned were able to commit resources and make decisions. Most members are now lower level staff personnel. Some current group leaders are not employees of the agency assigned to lead the groups. Some groups are not focusing on the hotspots nor are they utilizing the process for analyzing these hotspots that was suggested in the original instructions. In some cases, new personnel participating in these groups have never seen the original instructions. There is little group accountability and little communications between the local working groups and the Steering Group.

Action Items: Review the original instructions to the groups and determine if they are still appropriate, revise as necessary and sent to the field. (Technical Team can provide staff work.) Re-engage managers at the Local Working Group level.

- **Who:** Steering Group
- **When:** August 1, 2005
- **Funding:** Within budget
- **Priority:** High

Action Items: OHV Steering Committee and Local Working Group establish standard meeting dates for upcoming year, starting October 1, 2004.

- **Who:** OHV Steering Committee and each LWG
- **When:** October 1, 2004 through September 2005
- **Funding:** Within budget
- **Priority:** High

Action Items: OHV Steering Committee member attend one LWG group meeting and/or team meeting.

- **Who:** OHV Steering Team Members
- **When:** One meeting per year
- **Funding:** Within budget
- **Priority:** High

Action Items: Assign liaison from technical team to each LWG.

- **Who:** Bill Thompson complete assignments
- **When:** By October 1, 2005
- **Funding:** Within budget
- **Priority:** High

Issue: A need for expanding the number and scope of viable, committed partnerships with local governments, industry representatives, users, and other potential partners. Given the range of stakeholders in OHV management, the NRCC recognizes the need for enhanced cooperation and coordination for successful OHV management.

Action Items: Develop an action plan to involve groups identified. See also Partnership Opportunities on in Appendix B.

Issue: Limited funding to implement recommendations.

Action Items: Develop coordinated funding strategy between agencies and whenever possible, with partners. Focus on highest priority needs for funding. Critical areas for funding include signage, staffing levels for agency OHV management specialists and field personnel, law enforcement, maps and information, travel system maintenance, and site rehabilitation.

Issue: Success stories are not being shared and replicated at sites where they are applicable.

Action Items: Implement a process to share information and successes. This can be accomplished through a quarterly newsletter, yearly Summit meetings, and LWG conference calls quarterly.

- **Who:** Steering Group & Communication Team
- **When:** October 2005 release for first newsletter
- **Funding:** Joint agency
- **Priority:** High

Issue: Consistent Signing

Action Items: Continue interagency signing protocol with a focus on the hotspot areas. Make signing a top priority for funding from agencies and State Parks and Recreation OHV grants.

B. The Communication Team Report

1. Success Stories

- One-day ride designations and brochures
- Benefits from OHV education instructors
- National public lands day
- Billboard message campaign with partners
- User group facilitation – some groups already meet on a monthly basis
- Emphasis on contacts during hunting season
- Good Will Rider program – Kamas Ranger District, Wasatch-Cache NF, and Arapen Trail, Fishlake NF
- Partnerships with counties
- Partnerships with special interest groups
- Education – fostering interagency cooperation
- Better information dissemination
- OHV Outdoor Sports Expo
- Increasing public awareness of potential problems
- Escalante State Park works with teachers to offer ATV education courses and has established close links with neighboring communities. One idea to expand this program is to host school assemblies about ATV safety.
- Cedar Breaks snowmobile use management. Riders must stay on designated routes. A snowmobile group volunteers at trailheads and along trails to educate other riders to keep people on trails. Organizations have a vested interest in protecting privilege. Need to bring in concessions, guides, and outfitters.
- Garfield County brochure and map. This was developed with interagency input and supported by local businesses interested in enhancing OHV tourism.

2. Summary of Key Issues and Problems

- Communication between agencies on OHV issues continues to be a challenge.
- Local working groups do not know who their local public affairs and media contacts are.
- Communicating messages to the public regarding responsible riding and OHV safety still needs substantial attention.
- Working with OHV dealers to help them give the correct message and information to users needs attention.

- Lack of information available to the public on what the rules are and where they can legally ride.

3. Action Items/Solutions (In priority order)

- a. Advertising Campaign (Comm. Team Work Plan Goal 1, Objective B) – Create a campaign featuring famous people conveying national messages.

- Get Doug Miller, Reece Stein and other outdoor media on board with our messages.
- Bring in a popular celebrity to serve as spokesperson with our messages.
- Use examples in movies from SLC
- Use different methods for PR's Public Service Announcements

How: Implement a \$120,000 public awareness campaign, which includes messaging for off-highway vehicle safety, helmet use, trail etiquette, following manufacturer placards for safe OHV use, hunting use, and youth and adult OHV education programs. Reece Stein will serve as the spokesperson for all OHV public service announcements.

Who: Communication Team, Utah Division of Parks and Recreation, USFS, BLM and Lucky Dog Communications, Salt Lake City, UT

When: May 24, 2004 – September 5, 2004

Opportunities if additional funding becomes available:

- Target radio stations with younger audiences.
- Messages at OHV hotspots such as billboard to provide ideas of expectations for both law enforcement and users.
 - ▶ Come up with design for OHV messages idea; safety, use etc., for placement at rest areas, overlooks, etc. Locate billboards on main routes into the state;
 - ▶ Costs for billboards around the state range from \$1600 to \$2400 for 5-6 months.

- b. ATVs and Hunters Brochure (Comm. Team Work Plan Goal 1, Objective C)

- Need hunting/OHV brochure completed now
- Messages should target hunters.

How: State Parks and the Division of Wildlife Resources would jointly design a tri-fold, four-color OHV/Hunting brochure. Once developed, it can be posted on the web.

We are currently researching prices on 100,000 copies.

A distribution plan is already in place. They can be distributed for free via Dedicated Hunters.

Who: Communication Team in conjunction with State Parks and DWR

When: During 2004 as project funding becomes available

Need: Funding to print 100,000 copies of the brochure

- c. Web Site/Information Dissemination (Comm. Team Work Plan Goal 3, Objective B)

- Internet
- Information raising OHV issues
- Integrated web site OHV links to agencies
- Go to one place and get local, state, and federal comprehensive document about laws, rules, and regulations.
- Utilize travel council, travel regions, chamber websites to get out messages.
- Contract with Hunt Data of Colorado to develop a CD-Rom that provides information on where to ride and promotes wise use of public lands.

How: Utah State Parks and Recreation could serve as host for an interagency website, which would include maps, safety and riding information, education registration, vehicle registration information (look for ways to get information to DMV via website), laws and rules, and more.

Who: Communication Team in conjunction with State Parks

When: During 2004 as funding becomes available

Need: Funding for a website developer

- Post all committee notes and develop standard format for meetings by September 30, 2004.
 - Send minutes to Brad Shafer, post minutes on State website for information sharing.
- Funding to bring a representative from Hunt Data of Denver, CO to make a presentation to the NRCC OHV Steering Committee
- d. Sponsor Field Trips for Legislature and Media (Comm. Team Work Plan Goal 1, Objective G)
- Work with state legislature
 - Field trip for legislators
- How:** There will be 2 field trips each for the media and the legislature during the summer. These are excellent opportunities to share NRCC messaging with these groups: hot spots, law enforcement efforts, and education.
- Who:** Communication Team under the direction of Fred Hayes and Eric Stucki
- When:** August and September 2004
- e. Local Media Contacts
- Communication of closures statewide through news media
 - Use calendar to make monthly items known i.e. antler shed, OHV safety issues, news releases to be sent to communication team.
 - Local media contacts
 - Understanding roles of committee
 - Closer media contacts to provide updated information as needs arise (news stories, fire, flood etc.)
 - Improve interagency communication, provide contacts.
 - Expand communications to neighboring states on OHV rules & regulations changes
- How:** The communication team will provide Local Working Groups with a list of local media contacts. We will also provide them with a list of their local agency public affairs personnel. The communication team can help them with sending out information, but they are responsible for following up. If it is a local issue, they should be working through their local public affairs contact.
- Who:** Communication Team
- When:** Summer 2004
- Need:** A list of Local Working Group chairs
- f. Place advertisements in trade magazines
- Sponsor advertising in local outdoor magazines: Western Hunter and Wildlife Review specifically mentioned.
 - Coordinate with Rocky Mountain ATV and Motorcycle for advertising and coordinating with web-site/mail order.
- How:** Place OHV safety and responsible riding information in both the Wildlife Review magazine and the Hunting Proclamation.
- During 2004, Utah Division of Wildlife Resources has included OHV information in the following publications:
- ▶ An article titled "Responsible OHV Riding" was included in the summer 2004 issue of the Wildlife Review magazine. A total of 100,000 copies were printed. 85,000 copies were distributed to nearly 1,000 vendor sites across the state, 15,000 of which went to 50 different OHV vendors. The final 15,000 copies were distributed to subscribers and schoolteachers.
 - ▶ An advertisement on Responsible OHV Use was included in the 2004 Utah Big Game Hunting Proclamation. 300,000 copies were distributed to 450 license vendors across the state.
- Who:** Utah Division of Wildlife Resources
- When:** May, 2004
- g. Education/School Curriculum
- OHV education made part of curriculum in schools
 - Field people would like to know what is in state trunks and availability

- Messages and education should target “latchkey youth.”
How: State Parks is working with PTAs across the state to include information in school newsletters. The Communication Team could develop a strategy for distributing information about the trails trunks.
 An education curriculum would be a very large undertaking. At this time, the Communication Team does not have the resources to take on this project.
Who: Communication Team and State Parks
When: Ongoing

- h. Items suggested that are already in progress
 - Communicate and tie our messages with other ethics groups - Tread Lightly, Leave No Trace, Polk and Young.
 - Help remove barriers to use “Tread Lightly” and other copyrighted verbiage.
 - Interagency messaging consistent statewide.
 - Information placed in the Hunting Proclamation and Wildlife Review magazine.
 - Four-H education programs
 - “On the Right Trail” OHV ethics and etiquette (BLM currently working on this project)
- i. Items suggested that belong to another group
 - Tasks for the Law Enforcement Team
 - Educate law enforcement about new registration laws. Get information to public about new registration laws beginning July, perhaps in a brochure. Nevada, Colorado, Arizona and Idaho riders need to be educated as well, perhaps via ads.
 - Create coupon program to thank legal/good riders for wearing helmets, having certificates. (Doug Miller could help publicize the program)
 - Tasks for Local Working Groups
 - Tie in with business sponsorships
 - Improve communication from dealers (OHV) to users

C. The Law Enforcement Team Report

The LE subgroup took the summary of LE issues from the OHV Summit working groups and synthesized the many issues into 7 key action items. In our priority ranking listed below, we have identified tasks to be accomplished and assigned individuals to complete these tasks. Several of these tasks are already underway.

Action Items

1. Courts – Meeting with prosecutors, magistrates, and judges.
 Chandler, Corbin and other agency LE reps if available.
 Started in April 2004 and continuing. Meeting with JP’s scheduled for August 2004.
2. Uniform State/Agency wide data gathering & reporting. Central statistic portal.
 LE sub-group.
 Develop uniform data needs and repository.
 9/30/2004.
3. Hotline – 800# OHV violation reporting.
 FS currently working on. LE-subgroup to coordinate for unified effort.
 Follow-up meeting 6/9/04 with DWR,FS,NPS,BLM. Target for Aug. start date.
4. Consistency of enforcement – w/city, county, state, feds. Training/info sharing to coordinate efforts.
 LE sub-group.
 Target date of 3/2005 to organize an Enforcement Summit to include county, city, and industry representatives.
 Possibly apply for grant to pay for specialized training/speaker.

5. Enforcement Summit – combined with #4
 6. Field Presence – Always an issue. Funding one of the challenges.
LE-subgroup to look for alternative funding
On-going
 7. Coordinate Cooperation for High Use Areas/Holidays
LE-subgroup
On-going
- What about pursuit of higher fines?



D. The Technical Team Report

1. Success Stories

- **General** – Most groups reported excellent interagency coordination and cooperation in addressing OHV issues.
- **Northern Group** – There is a much better understanding of OHV issues and a greater attitude of sharing and working together. Focusing on the Brigham Face/Dock Flat hotspot has produced great results. A plan for the Dock Flat area was completed and good progress has been made in implementation including signage, enforcement, site rehabilitation and cleanup. Wasatch-Cache National Forest staff have completed a travel plan for the Evanston Ranger District.
- **Northeast Group** – A united front from all agencies helped the Ashley National Forest's Vernal Ranger District implement a closure order banning cross-county travel. The group also worked together to plan the Outlaw Trail in this area. It will be signed this summer and a map will be printed and made available to the public.
- **Central Group** – The group produced a charter which guides all their cooperative interagency OHV activities. The Gooseberry OHV Use Analysis resulted in general and specific trail recommendations that are currently being implemented to resolve many of the OHV issues in this hotspot. This group is also proud of the successes they have achieved over the years in the management of the Paiute OHV Trail and the more recent Arapeen Trail System.
- **Southeast Group** – This group has provided a great forum for developing partnerships and coordinating activities with other agencies and the county as well as special interest groups.
- **Southwest Group** – While the group recognized great potential for partnerships and have high expectations for things to come, they did not report any real successes.

2. Summary of Key Issues and Problems

- **Signage** – There is a general lack of signage throughout the state that tells OHV users where they can ride and where they cannot. Most signing is limited to designated trails and trail systems that involve a very small percentage of the state's public lands. Signing to implement existing travel plans and area closures is often spotty and not well maintained. Many agency field units are not aware of the NRCC-approved signage standards. Additional standards are needed for mixed traffic routes (routes with full sized vehicles and OHVs). Route numbering/naming is very complex when routes traverse multiple jurisdictions.
- **Maps** – The lack of user friendly, accurate maps at the proper scale was a major issue with most region groups. Maps are expensive to print and can become out-dated quickly as travel planning is completed and as emergency actions are taken by land managing agencies. Many agency offices do not have the funding to print and reprint maps as often as necessary. Maps cannot be printed until routes are approved by all involved landowners. This can be a long and involved process. Agency generated maps are generally not available electronically.
- **Planning** – There is a lot of frustration about how long it takes to make decisions regarding OHV issues. Agency processes to develop land management, travel and site-specific projects plans are very deliberate, complex and difficult to predict outcomes. Off-highway vehicle management is very fluid. Neither land managers nor users are satisfied with this situation. Off-highway vehicle routes often cross many jurisdictional boundaries. Planning processes for the

agencies administering these routes are often in different stages making it difficult to get consistency regarding these routes until all processes are completed.

- **Plan Implementation** – In most cases, completed travel plans are never fully implemented in a timely fashion and the full benefits are never realized. Reasons may include lack of funding or opposition from stakeholders who oppose portions of the plan.

3. Action Items

Signage:

- Reinforce use of Statewide OHV Signing Standards by field units. (Tech Team)
What: Draft letter for agency distribution
Who: Technical Team
When: June 15, 2004
What: Send letter to field units
Who: Steering Group
When: July 1, 2004
Funding: Within budget
Priority: High
- Survey route numbering schemes used by NRCC members and recommend procedures to harmonize these schemes for route clarity and rider safety. (Summit)
Who: Technical Team
When: Survey by January 1, 2005
Recommended scheme by May 1, 2005
Funding: Within budget
Priority: Medium
- Develop signing standards for mixed use. (Summit)
Who: Technical Team
When: January 1, 2005
Funding: Within budget
Priority: Low

Maps:

- Develop guidelines for field office cooperation with Utah Division of Parks and Recreation to produce easy-to-use, especially One-Day Ride maps; and send them to the field. (Tech Team)
What: Draft guidelines and letter
Who: Technical Team
When: July 15, 2004
What: Send to field units
Who: Steering Group
When: August 1, 2004
Funding: Within budget
Priority: High
- Survey electronic map sources, both public and private, and develop a directory on an existing website that will link all these sources. (Tech Team) Develop and implement program for making maps available online and explore potential partnerships with private sector
Who: Technical Team
When: June 1, 2005
Funding: Within budget
Priority: Medium

Planning

We still need to still focus (or refocus) local working groups on identified hot spots. Encourage groups to use the NRCC procedure (assessment forms) for assessing hot spot problems and developing management strategy to address them. (attach the forms as an appendix)

III. Common Themes Among the Five Local Work Groups

Travel Management Planning. The federal land managers need to make travel planning a priority. Once a travel plan is completed, we need to follow through with the implementation of the plan. There should be consistency in travel planning with adjacent jurisdictions.

Maps. Better and more consistent funding must be allocated for the production of maps. Accurate information reflected on maps. We need to look for more/nontraditional outlets for the distribution of travel maps. We also need to look at a coordinated effort for internet access to interagency maps.

OHV Coordinators. The need for a position responsible for coordinating regional OHV activities among our partners has been identified and highlighted.

IV. Partnership Opportunities

Meeting the challenges and creating opportunities for OHV management in Utah can be accomplished only through fostering effective partnerships with all stakeholders.

Issues

Identifying stakeholders

Who are the OHV stakeholders? Perhaps in a very broad sense they may be categorized as governmental, private, organizational, industrial, and community leaders. More specific examples include:

Federal Government Agencies

- USFS
- BLM
- USFWS
- NRCS (water quality and other environmental impacts)
- EPA
- NPS

State Government Agencies

- DNR – (State Parks and Recreation, Division of Wildlife Resources, Division of Water Resources, RDCC, Private Property Ombudsman)
- SHPO - Archeology/Cultural Resource Protection)
- DEQ – (Division of Water Quality)
- UDAF – Impacts on agriculture, noxious weed control, etc.
- Economic and Community Development
- State Tax Commission
- Division of Motor Vehicles
- Utah Travel Council
- Governor's Outdoor Recreation Task Force

Local Government

- County Commissions
- Local travel councils
- County Economic and Community Development
- County Extension

Organizational Interest Groups

- Utah Association of Counties
- Agriculture (Utah Farm Bureau, Utah Association of Conservation Districts,)
- Environmental – (Sierra Club, The Nature Conservancy, SUWA, Utah Audubon)
- Wildlife (consumptive and nonconsumptive organizations) i.e. Sportsman for Fish and Wildlife, Rocky Mountain Elk Foundation, Utah Wildlife Federation
- *Utah Shared Access Alliance
- *Red Rock Four Wheelers Association
- *United Rock Crawling and Off Road Challenge
- *Cross Road Adventures Inc.
- *This is a small sampling of OHV organizations. A more complete list should be compiled by communication group in order to facilitate partnerships at local and state level
- Chambers of Commerce
- Rotary Clubs

Industry/Dealerships

Legislative
 State Legislators
 Congressional Delegation
 NRCC Working Groups
 Universities
 Extension
 Public Schools
 Youth Groups
 BSA
 FFA
 4H
 Law Enforcement (Federal, State, and Local)

Engaging in effective partnership efforts

If a partnership is going to be effective, it needs to have a clear vision and motivated/motivating leadership. Stakeholders need to have ownership in the process and the final outcome of projects. In its infancy, the partnership's efforts should be project specific; build on successes. The structure and authority of the partnership needs to be clearly defined.

Opportunities/Actions

- I. Mobilizing Resources – Funding, personnel/volunteers, patrolling
- II. Identifying and prioritizing projects (Hot spots)
- III. Consistency and Coordination
- IV. Creating OHV opportunities
- V. Protecting resources
- VI. Minimizing stakeholder conflicts
- VII. Adopt-A-Trail
- VIII. 1 (800) number to report violations
- IX. Cultivate “Protect Your Privilege” ethic
- X. Create mechanism to publish and disseminate successes
- XI. Mapping
- X. Sponsorships of OHV facilities by user groups and dealerships
- XI. Receive input from users before planning process begins
- XII. Proactive versus reactive management



. 2003-2004 NRCC Action Plan – Top Priorities for the Upcoming Year

(This action plan was drafted prior to the summit and will be revised for 2004-2005 based on the Summit findings and recommendations.)

- A. Continue ongoing efforts to designate routes through collaborative land-use planning efforts; continue outreach and education.
- B. Create public awareness campaign to address current problems/situation “Protect your Privilege” campaign.

UTAH OFF-HIGHWAY VEHICLE EDUCATION AWARENESS AND PROMOTIONAL CAMPAIGN

BACKGROUND: Purchase and registration of OHVs continue to grow exponentially. Machines are faster and more powerful than ever before. Current and potential OHV riders must be educated about Utah’s OHV laws and rules, safe riding, helmet requirements, carrying capacity, rider/machine fit issues, youth education, and ethics.

PURPOSE: To change OHV user behaviors and establish broad-scale understanding and support for the need to “stay on the trail” in order to balance natural and cultural resources conservation with OHV use.

PROPOSAL: Public land management agencies and other entities interested in off-highway vehicle riding in Utah propose to undertake an off-highway vehicle education awareness and promotional campaign.

The goals of the program may include, but are not limited to

- 1) promoting use of helmets among all users;
- 2) informing and educating the public about youth education requirements;
- 3) informing and educating OHV riders about protecting their privilege and staying on trails;
- 4) other education issues such as single riding, proper fit, and ethics.

The campaign may include:

- Public service announcements
- Billboards
- Print advertisements
- Television advertisements
- Collateral products, such as brochures, decals, and publications
- Private and non-profit coordination and assistance
- Slogan – Replace “Protect Your Privilege...” with new, current issue-oriented
- Trade shows

WHO & HOW: It is planned to establish a contract with a local advertising/marketing/ public relations agency for the coordination and production of an OHV education and safety promotional campaign. The definition and oversight of this task would be the responsibility of the Communications Team. They would refine the key public education messages, identify target audiences, craft the statement of work for the proposed contract, and oversee administration of the contract.

FUNDING: Cost estimates for this effort have not yet been obtained. It is hoped that an interagency funding effort will pay for a continued marketing campaign.

TARGET COMPLETION DATES: Have public awareness campaign in place by end of February 2004 (prior to spring activity on public lands)

- C. Incorporate local/county officials into the process. They can be powerful allies in the mix. Continue local work groups' ongoing efforts. Invite local/county official to participate in process in local working groups and with a representative in the statewide steering committee.
Who: Implement at local working group and statewide steering committee level.
When: By February of 2004
- D. Review and pursue stiffer penalties OHV violations. Increase efforts and success of educating judges and prosecuting attorneys about the resource damage associated with irresponsible OHV use.
 Law Enforcement team will meet in the near future to discuss the process for accomplishing this task. They will lay out the "road map" to bring this into play.
Who: Law enforcement team
When: By summer 2004
- E. User-friendly information on where to go and how to ride responsibly via website and interagency visitor centers. The majority of OHV users want to ride responsibly, but they don't know where to go. Develop new or utilize existing maps and OHV user information. Provide downloadable maps/information. Emphasize one-day rides, safety information. Utilize a two tier approach to mapping strategy by continuing the development uniform 100/1 scale maps as well as developing "one day ride" maps.
Who: Technical team develop information & maps. Communications team implement web page and information dissemination.
When: At least 2, one-day rides in each region by April 2004.
- F. Continue education efforts. Continue mapping efforts.
 *Coordinate with Tread Lightly to utilize the curriculum they are developing for their 2003 program.
- Continue ongoing agency efforts
 - NOVCC has developed OHV education videos for use in Montana (schools, users groups etc.) and is willing to develop a product for Utah. Investigate the possibility of developing this product for Utah
 - Develop strategy to form and utilize citizen patrols in OHV community
 - Continue to use the television program and PSAs.
 - Develop a "Trails Trunk" for use by Citizens Patrols
 - Implement state OHV grant for elementary education program on responsible OHV use
- Who:** Communications team
When: Ongoing. Implement education grant prior to 2004 school year. Other efforts to be implemented in calendar year 2004.
- G. Develop Work Plan for 2005/2006
 Look to the future. Based on the findings and recommendations from the Communication, LE, Technical Teams and Local Working Groups, create an Action Plan and develop a coordinated funding strategy. Timing will be next federal fiscal year.